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# Let's Sell Dairy Recordkeeping

by RICHARD E. BURLESON, *Federal Extension Service*

**J**ANUARY should signal a busy year for all of us interested in the future of the dairy industry. It will see the beginning of a nationwide effort to sell dairy recordkeeping to dairymen owning the 90 percent of the cows not enrolled in the National Cooperative Dairy Herd Improvement Program.

The key man in this effort will be the county agent. Successful county dairy programs throughout the Nation are usually associated with the enthusiastic interest and active support of county agents. Realizing this, we've accepted the challenge to point out the values of dairy recordkeeping in developing a strong county dairy program.

Some of you may ask, why should an agent sell dairy recordkeeping? What can a recordkeeping program contribute to a county dairy program? The following points will help answer these questions.

## *Helps Cooperators*

DHIA, Owner-Sampler, and Weigh-a-Day-a-Month members become good dairy demonstrators. Through their success in using records, these dairymen demonstrate extension recommendations in feeding, culling, and selecting breeding stock. Many participate in field days, tours, and other activities in the furtherance of good dairy practices. Their contacts with friends and neighbors give additional support to a county dairy program.

Leaders are developed. This comes about naturally through activities at association meetings, closer contact with county agents, field days, tours, and the like. These experiences tend to broaden the leader in other areas of the dairy industry.

In the process, these cooperators become familiar with extension methods and philosophy and can provide necessary leadership in working with agents on many activities.

Record plans of the National Cooperative Dairy Herd Improvement Program make it possible for agents to work through a well-organized group of cooperating dairymen. These dairymen often take the initiative in developing and encouraging sound dairy programs or practices. This helps to relieve agents of certain details and make more time available for broader activities.

## *Helps All Dairymen*

Information gained through cooperating dairymen aids other dairymen. For example, sire proving data collected over the country enable artificial breeding studs to evaluate herd sires more effectively. These, in turn, become available to all dairymen.

One of Extension's goals is to serve all dairymen. So, even though we may never get all dairy herds enrolled in a recordkeeping plan, the information provided by herds on test is a big help in providing guidelines and making sound recommendations for other dairymen.

A community of recordkeeping dairymen is usually a prosperous

community. This is revealed many times by improved roads, good fences, dairy buildings in good repair, painted homes, and adequate, well-kept schools and churches.

Educational programs are strengthened when dairy records are available on the farm. The information obtained through records is essential in assisting dairymen with their feeding, breeding, and management problems. Without records, extension workers can go just so far in making correct recommendations. Beyond that point, it's like driving in a strange country without a road map.

## *Plan for Everyone*

Since extension workers deal with farm people of varied incomes, one of the important selling points in dairy recordkeeping is that there's a plan to meet the needs of any dairyman. So the county agent isn't faced with the necessity of trying to sell one of the more expensive plans to a farmer who feels he can't afford it. The National Cooperative Dairy Herd Improvement Program provides a plan for a group of cooperating dairymen (DHIA) as well as a plan for a single dairyman. (WADAM).

The above are some of the basic reasons why we think extension workers should sell dairy recordkeeping. A more personal reason is the feeling which comes with the knowledge that we have had a small part in pointing the way for a family to achieve a successful dairy operation.



Analysis of production records enables dairymen to follow sound feeding, breeding, and culling practices.

# Give Them News They Can Use

by MRS. EMILIE T. HALL, *Home Economics Editor, New York*

**I**F you are giving your local newspapers all the news they can use about home demonstration work, this article probably is not for you.

On the other hand, if you think you may be getting something short of an even break on your local home demonstration news, then perhaps you will profit by the experiences of other agents who have established satisfactory, productive contact with local media.

## *Cementing Good Relations*

Mary Switzer is home demonstration agent in Erie County where there are 128 local units, reputedly the most in any county in the country. A pioneer in home demonstration radio and television, Mrs. Switzer also is on excellent terms with the two local dailies. Here is what she says about her working relationships with them.

"Ellen Taussig, a reporter on the evening paper, works with us on weekly articles. I usually write the lead stories, then Miss Taussig contacts me if she wants more information. We provide two versions of the same release because editorial policy requires that the release for the urban edition be different from the one used in the rural edition.

"When we sent out a release about night classes for homemakers, the morning paper sent a photographer and reporter to one meeting. As a result of this article, we had between 90 and 100 calls from women wanting to know how they could join home demonstration units."

On the other side of the State, the tip-off for some good publicity for the Saratoga County home demonstration program came when Helen Birchard, the agent, attended a local

meeting. The publicity manager for the Saratoga Spa described some public exhibits he had set up in the lobby. The speaker's wife, also editor of the local paper, suggested to the agent that the Home Demonstration Department would make a good subject for a Spa exhibit.

"The next morning I went over to the Spa to look at the exhibits," Miss Birchard recalls. "They were large ones on big topics—the New York State Thruway, State Police, American Cancer Society."

Awed by the size of the exhibits, Miss Birchard intended to ask for a small space. To her surprise, she was offered all the space she could use.

## *Double Use*

"I wasn't sure what I would do with it, but I accepted and then went back to the office to think it over," Miss Birchard says. She decided to use an exhibit on the whole Extension Service rather than just one department. Fortunately, such an exhibit was available from the previous Farm and Home Week and it was set up in the main lobby of the Spa where 5,000 people pass by each week.

"Since the editor of the local newspaper had the idea in the first place, I sent her a little item about the exhibit," Miss Birchard says. "She not only printed the item, but called to say she wanted a picture of the exhibit. The latter was good for a three column spread."

You never know when an editor will decide he wants a special feature. Acting Agent Marion Fellows of Rochester City home demonstration department doesn't take any chances. She keeps a steady flow of news going to the two local dailies. An

item in one newsletter resulted in a series of six feature articles on home demonstration unit members in the Rochester area.

In Tompkins County, Mary Smith was putting the finishing touches on her annual report when a reporter from the local daily called. "She thought the report would make a dandy story," Mary said. "Subsequently she wrote three articles using the annual reports from each department as sources."

When she decided to try a food marketing column, Mary called on the local editor and asked if he would be interested. "He was very cooperative," Mary says, "and told us he would be glad to have such a column, provided we made it applicable to local markets. We agreed and the arrangement is working out to everyone's satisfaction."

Stitch Here, Stitch There and Presto: Extension Service Proves Worthy. This four-column head, a picture, and 24 column inches of copy were the result of a reporter's visit to a Columbia County class in decorative stitching. This article contained some good plugs for several extension homemaking programs, including furniture refinishing, citizenship education, and a conference the home demonstration agent had slated to help a volunteer fire company remodel their kitchen.

## *Reporter's Viewpoint*

"Reporting the news takes cooperation," says Ted Townsend of the Utica Observer-Dispatch. "Dozens of organizations are competing for newspaper space. A new agent should immediately call on the State editor or whoever handles extension news on the local newspaper. There is nothing like personal contact."

When the Observer-Dispatch carried a long series of articles on home demonstration units in Oneida County, we asked Townsend how it came about.

"First I sat down with the home demonstration agent and we went over the program to find the material which would make news," he said. "Later the agent made it a point to invite me to luncheons and Achievement Day programs. This gave me

(See *Give Them News*, page 242)



# the **FORWARD LOOK** IN EXTENSION

by CHARLES E. BELL, Jr.,  
Federal Extension Service



MAN is a restless creature—continually searching for the secrets of nature and harnessing them to improve his lot. Milestones along the path of history mark significant discoveries that revolutionized his mode of living. Each upheaval in status quo has caused the downfall of nations, institutions, and business operations that could not adjust to sudden change.

We are living in the greatest of these periods today. The increased tempo of change is spreading through every facet of our social and economic structure. Will the Cooperative Extension Service be able to adjust to meet the needs of tomorrow's world? Will we still have a place in an intensely specialized, mechanized, and industrialized agriculture?

## *Adjust to Needs*

Extension has proven its ability in the past to quickly change programs and methods as emergencies have arisen. It has been a successful educational movement largely because it is cooperative education for action, prompted by the needs of the people and involving them in the planning and execution of its programs. As long as Extension follows these basic principles, there will be a need for its services.

New situations, problems, and relationships require new programs and procedures. Extension leadership is seriously studying the implications of our streamlined era and the adjustments required to meet its challenges.

The Scope Report is a masterful appraisal of our job in the period ahead. It points out forcibly the broadening opportunities for service

by Extension and the dynamic type of leadership extension workers must provide if these needs are adequately met.

Suppose someone were to ask, "What is your stock-in-trade as an extension worker?" What would you say? I believe it could be answered in one word, "leadership," in terms of the following definition, the activity of influencing people to cooperate toward some goal which they have come to find desirable." Here is extension philosophy in a nutshell.

## *Changing Emphasis*

The role of extension leadership takes on new meaning in an age when the number of family farms is decreasing and agricultural production is becoming more and more controlled by off-farm influences. The traditional charge to help people help themselves is as valid as ever. The difference is in Extension's broadening relationships and shifting of emphasis in its educational programs.

In the face of an expanding agribusiness concept, the extension worker will be working closer with the marketing, processing, and distribution link in the agribusiness chain, if he is to serve the best interests of the producers. His relationships will be further broadened by increasing demands from part-time farmers and urban families.

Farm families in the past depended largely on the extension agent for information and guidance. Today they have many sources available to them for assistance. Commercial firms are employing highly trained personnel to provide technical assistance to their farm clientele. In addition, an increasing number of pro-

ducers are entering into contractual arrangements in which technical supervision is provided.

How do these changing situations affect the extension agent? Will he be able to adjust to the needs of the times?

The complexity of modern agriculture requires that extension educational emphasis be placed on teaching management principles and skills, economics, and leadership development, in addition to the practical application of new technology. Farm families everywhere are facing major adjustments in their living and occupational patterns. The responsibility for providing them with unbiased information and training opportunities which will enable them to make sound decisions is a real challenge.

The opportunities for sound group planning and action are greater than ever. This is true in both specialized commodity fields and broad problem areas.

Agricultural problems are increasingly tied in with other segments of our economy. The extension agent is in the position of being the person to whom all interests and groups can look as coordinator and counselor for group action. He is the one who can bring farm, commercial, and professional people together to work in unison toward the best interests of all.

Through such efforts, leadership is developed that rises above self interests and works with other groups toward the solution of the many problems of agriculture.

## *Future Role*

The job ahead for extension workers will call for people with the highest possible professional and leadership qualifications for they will be working with people well trained in their particular fields. The extension worker who devotes his time to "dispensing pills" and "putting out fires" is rapidly becoming a misfit. The alert worker who has ingenuity, foresight, a broad perspective, and the ability to inspire people to plan and work together will find many opportunities for service.

The successful extension worker in  
(See *Forward Look*, page 245)

# More and Better Reading

by RUTH CURRENT, Assistant Extension Director,  
North Carolina



Librarians have noticed an increased demand for quality books among rural readers.

ONE never knows what will happen to an idea.

It was in early 1938 that a few home demonstration club women asked for a reading program. The State Librarian, Marjorie Beal, and the college home demonstration staff took this opportunity to offer a suggested reading program for every club woman in North Carolina.

The books were to be carried on the county bookmobile that regularly visited rural communities. Book stations were in country stores, farm homes, and sometimes rural churches.

## *A Growing Concern*

With the success of this early effort, we were well on the way to getting North Carolina home demonstration club women interested in reading. They welcomed this service.

Today, the idea of 20 years ago has grown into one of the most valuable and appreciated home demonstration programs in the State. It has been gratifying to observe the steady growth of the program which has brought about not only an increased number of readers, but also a definite trend toward improved quality of reading.

Mrs. Elizabeth Hughey, present State librarian, recently said, "Applications for reading certificates by home demonstration club women during the past year indicate that they have not stopped learning. On the contrary, their reading interests have deepened and broadened. Librarians of the public libraries and bookmobiles note a growing demand for more books to live by—books to inform and to inspire the whole family to a better way of life."

The Rural Reading Program is a

good example of cooperation between State agencies working toward a common goal. Working and planning together, librarians and extension workers are able to reach more farm families. Our public relations have been strengthened and extend far beyond what we could ever have hoped to have done alone. The total extension educational program is better known by thousands of farm people.

Even before bookmobile service was made available in Haywood County, some home demonstration women had maintained community book stations in their own homes. The people, realizing the need for extended library service raised \$3,200 to buy a bookmobile. In the first year it traveled over 34,000 miles circulating a total of 200,575 books.

## *Leaders' Reactions*

County libraries are no longer looked upon as a place for just city women to go and read. Now rural project leaders go there to do research in preparing various programs for which they are responsible.

Mrs. H. E. Carter, Stokes County education leader, says of the Rural Reading Program, "It is widening our horizons and making us broad-minded. We realize that 'me and my wife, my son John and his wife—us four and no more' is not a satisfactory philosophy of life."

Lenore Crouser, Bertie County home demonstration agent, says a total of 175 books were bought for home libraries this year. Home demonstration members have also subscribed to 371 magazines and 164 newspapers because of the Rural Reading Program. Education and

citizenship leaders urge farm people to use the bookmobile service.

Lorna Langley, district agent, says, "The home demonstration women in Halifax County were so interested in the Rural Reading Program that they established a circulating library in each community. The books were exchanged in the community about every two months. As a result, the club members were instrumental in getting an appropriation for county bookmobile service."

## *Encouraging Readers*

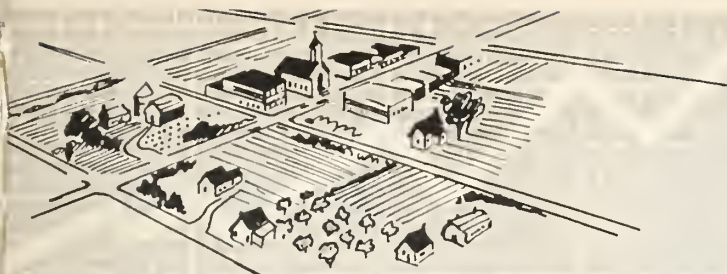
A book review certificate is awarded to home demonstration members when they have read three approved books from the reading list (at least one must be nonfiction) and reviewed these books before a group. This fall the State librarian and her staff checked requests for certificates to be awarded to thousands of rural readers.

Some will be given first certificates. Others will receive advanced certificates. They are awarded at county-wide home demonstration achievement day programs and this public recognition motivates and creates interest in better reading.

Among the thousands who will be called forward to get their certificates will be Mrs. J. W. Hardison of Craven County. She is blind and earned hers by reading Braille.

Rural reading is paying dividends far greater than dollars and cents. It is increasing knowledge, broadening horizons, and inspiring people in their daily lives. There is no way to evaluate the great, lasting, and growing good that is affecting the lives of the rural people in North Carolina.





# PROGRAM PROJECTION IS A NEW IDEA

by J. K. MC DERMOTT, *Extension Economist, Indiana*

**P**ROGRAM projection in Extension is something new under the sun. It's different from longtime planning. Or it should be! It's not simply the same old stuff in a new package.

In this article "program" means simply "all the things you do," whether it's the agricultural, home-making, or 4-H phase of the county or State extension program.

A "longtime" program, then, is some understanding of all the things you expect to get done over a "long-time" period. It is a rough or general schedule of activities. And extension planning in the main has been the scheduling of these activities.

## Deciding Problem Areas

Program projection is not in the least concerned with scheduling of activities. It carries no provisions for how something gets done, who does it, or when it is done. Program projection in itself is concerned only with making a logical decision on *what* problems to work on.

We have always had some way of deciding what problems to work on. We may do what the agent is most qualified to do, or what some pressure group wants, or what specialists think we ought to do, or what specialists offer, or what we always have done. It is often done quickly without much thought.

We are likely to spend a great deal of time in deciding what activities to do in the dairy project, the crops project, or tractor maintenance project. And we may spend too little time in deciding what projects are

most important—whether to do any work in dairy, crops, or tractor maintenance.

Program projection is a scientific and democratic way of deciding *what* major problems to work on. It is not an opinion poll, but a systematic analysis of problems. Program projection means making the best estimate you can of the future which you can use as a guide in selecting the problems you do something about.

## Looking Ahead

Projection is the key word, and it has two specific meanings. First, it means projecting the most likely course of events into the future.

Your county is gaining population. By 1968 what will it be? Where will they live? Researchers have found a way to merchandise milk in tin cans without refrigeration. What is this going to do to your dairy situation? What is integration going to do to the hog business? Will more farm wives be working outside the home?

The first use of the word projection then means to figure out where you are going. You don't worry just about where you are now. You want to know where you are going.

After you have described the future, you have to apply some wants. Do your people like what they see? If so, there is no problem. If they don't like it, can anything be done about it? If not, don't spend any more time on it. If they don't like what they see, and something can be done, you are in business.

Here the second use of the word projection comes in. What are the things that can be done, and what is likely to be the result of each one?

Take the problem of farm family income. You can do several things. Which one or ones will be most fruitful? You can help farmers learn more technical know-how or more about what resources it takes to earn a decent income and how to organize them. You can help make more capital available or help them to know more about nonfarm jobs. You can help increase the number of nonfarm jobs available, or help young people decide on what career to follow.

Which one or which combination of these general areas of work will return the most for your efforts? Each area of work is based on a completely different problem. Which do you work on?

You decide by projecting into the future again. Project what would happen if you did No. 1 or No. 2, or some of the others. Then it is fairly easy to choose the general areas of work in which it will be most helpful to concentrate.

So far, nothing has been done on deciding what activities you carry out. No scheduling has taken place. Deciding *how* "to help young people decide on a career" is a completely separate operation from deciding *that* "helping young people decide on a career" is worthy of time spent on it.

## Another Angle

Let's use a completely different example which illustrates the Program Projection process. Take your own career. Suppose you estimate that by 1965 you will be earning \$8,000 a year. If you are satisfied with that, don't spend any more time worrying about it.

But suppose you want a \$10,000 salary by then. What can you do? You can: (1) move to another county or State, (2) change occupations, (3) get more training, (4) do a better job in your own county, (5) put your wife to work, or (6) a combination of them.

Which of these things will be the most effective? Where will it pay you most to put your efforts? You decide

(See *A New Idea*, page 246)



# LEADERS TAKE A BOW

by CARL E. ROSE, Washington County Agent, Arkansas

**S**HOULD parents of 4-H Club members and volunteer leaders be given special recognition for the part they play in promoting the 4-H Club program?

Extension agents in Washington County feel that active participation of parents and leaders is an important phase of the 4-H program and that recognition should be given when a good job has been accomplished.

We all know that 4-H Club members like to be recognized for their work, and when we stop to think, we realize that adults also like to be recognized. It is almost impossible to keep the interest of 4-H Club boys and girls without the interest of parents and volunteer club leaders.

## *Key to Success*

There is a trend in our county from school clubs to community clubs. For community clubs to be successful, good volunteer club leaders are a must. These club leaders spend many hours working with boys and girls in their community. Their time is given unselfishly and they deserve recognition for the job done.

In many instances, volunteer leaders of community clubs are parents of 4-H Club members. They are interested in seeing their club be active, not only from the standpoint of providing an educational opportunity for their own children, but to provide an activity for all boys and girls in the community. Many have remarked that the children look forward to the 4-H Club meeting because it provides an opportunity to associate

with other boys and girls in the community.

The first method we use in giving recognition to parents and volunteer leaders is to assist them in organizing a community club and to assure them that the club belongs to the community—not to the Extension Service. Agents meet with community clubs and, in many instances, praise the leaders before their own people for the fine job being done by the club.

## *Encourages Leaders*

It doesn't take much time to praise a leader for the good job done, and it makes the leader feel that he or she is contributing something worthwhile to the community. With this feeling, they are willing to devote even more time and effort to the work.

Another method we use to recognize our volunteer leaders and parents is through an organization known as the 4-H Club Leaders Council. This council is composed of all the volunteer leaders in the county and meets quarterly. Officers are elected by the members and the president also serves on the board of the 4-H Club Foundation which has the responsibility for raising and disbursing funds in the interest of 4-H Club work in the county.

## *Further Recognition*

At the council meetings, an effort is made, not only to provide leadership training, but to point out certain leaders who are doing a good job. These leaders often are asked to take part on the program of the council.

An annual 4-H Club achievement banquet is sponsored by the chamber of commerce to recognize and honor all members who have completed their demonstrations and turned in records. Because leaders also play an important part in the program, all volunteer leaders are guests at the banquet. Awards are given at the banquet to the outstanding man leader and woman leader of the year. This is another incentive for volunteer leaders to do a good job.

Civic clubs in the county are always interested in a 4-H Club program for one of their meetings. In arranging such a program, the volunteer leader is given a big role to play in the program and recognition is given at the meeting.

## *Public Acknowledgement*

Another way we recognize adult leaders is on our daily radio programs. Sometimes a club is asked to present the program, at which time the leader plays an important part. In other instances, leaders are complimented for the fine job they have been doing.

Newspaper articles are always a good means of recognizing volunteer leaders. When speaking of the good job a 4-H Club member has done, it is always good to mention the name of the volunteer leaders of that club.

Does it pay to recognize volunteer leaders? We think it does. The recognition that we give the leaders, which in many instances is merely a "pat on the back," makes them realize that they are an important part of their community and the nationwide 4-H Club program. They feel they are performing a fine service for their community.



# Barn Raisin'

## A County Center

by O. CLEON BARBER, Broome County  
Agricultural Agent, New York

THE old "barn raisin'" technique, adapted to this specialization age, built Broome County folks a modern Farm, Home, and 4-H Center. The new building is fast assuming its assignment of being the center of activities for farmers, homemakers, and rural youth of the county.

With its 14,420 square feet of floor space, the building houses the Extension Service; Cooperative Farm Credit; Dairy Herd Improvement Cooperative; county offices of the Agricultural, Stabilization, and Conservation Services; and the Soil Conservation Service. It is equipped with an auditorium, demonstration kitchen, and complete facilities for originating television and radio programs.

It is difficult to pinpoint where the idea was born. It could have been in the thinking of William Hotaling,



County Agent O. C. Barber using facilities for preliminary soil testing in the new County Center.



Modern "barn raisin'" resulted in this Farm, Home, and 4-H Center for Broome County folks.

president of the Broome County Extension Service Association for 12 years. He headed the agricultural division of the county post-war planning group, the first group to recommend publicly that headquarters be built to meet the demands of increased technical know-how and the needs of agricultural activities.

Or, it could have been the skillful planting of a seed by a former home demonstration agent, Mrs. Katharine Doyle.

Regardless of where the idea originated, the will of Frances Cutler was the catalyst which brought the forces of thousands of county folks together to construct the Center which was dedicated in August.

Miss Cutler, treasurer of the association for 15 years, was active as a county leader in the home demonstration program. She bequeathed her home and 23 acres to the association "to be devoted to carrying on the work and effectuating the purpose" of the extension service programs.

It took a year of study, visiting, and discussion for a planning committee to determine the use to be made of the property. Meanwhile the activities and thinking of the committee were being reported to all the people, paving the way for unanimous adoption of the recommendations to build a new building.

Another year was devoted to the fund-raising campaign to give every man, woman, and child an opportunity to participate. A goal of \$191,890 was based on estimated needs and costs.

The campaign was organized in four divisions to give farmers, business and industry, homemakers, and rural youth a means to raise their share of the costs. Individual "investments" in the agriculture of the county were made by farmers and the business and industry in their respective divisions.

### Everyone Took Part

Home demonstration units made pledges which were paid from activities such as bake sales, lunches, bazaars, etc. The 4-H Club members pledged on an area basis and utilized county-wide activities such as scrap drives, sale of mailbox name plates, and Christmas wreath packages.

With this spirit the goal was exceeded with \$198,044 in cash and the written understanding with local station WNBH-AM-FM-TV to provide complete facilities for television and radio broadcasting as well as the air-conditioning of the auditorium.

A big disappointment faced the leaders on the night the bids were opened. The lowest bid exceeded the estimate by nearly \$50,000. A discouraged committee adjourned with no action on the bids.

Progress was not stopped for long, however. When the county governing body learned that the association might have to turn back in its plans, they offered to guarantee a loan for \$50,000. Thus, the fifth segment of the community, the government, was brought into "operation barn raisin'."

(See *Barn Raisin'*, page 242)

## BARN RAISIN'

(Continued from page 241)

There were many interesting experiences during our barn raisin' venture. For example, one home demonstration member asked her son-in-law at a family gathering what his corporation was going to do toward "our" Farm, Home, and 4-H Center. The result was the radio and television facilities which television people say are the envy of the industry.

Another home demonstration member spotted an electrically cooled drinking fountain in her brother-in-law's factory. It is now being used on the second floor of the new Center. Seven town highway departments offered to grade and pave the drive-ways and parking areas.

Each of these experiences produced great satisfaction. Together they represent tremendous support of an idea and a program.

### Boosted Interest

County leaders say this is only the beginning. Requests for membership and new units are received daily by the home demonstration department.

The central milk testing laboratory will make individual cow records available to three times as many dairymen through owner-sampler records. The auditorium is expected to become a center for rural youth

activities, exemplified by a recent turnout of over 100 to a band practice and rally.

The work of the agricultural agencies is expected to be better coordinated with their offices under one roof. Participation of farmers is already showing an increase since they can make several contacts on one stop with no limit to parking.

### Practical Layout

The time of professional workers and county leaders can be more efficiently used when meeting and demonstration facilities are tailor-made for extension programs. The conference room, planned to seat 50 people, is also equipped with portable sewing machines, a fitting room, and a 3-sectional mirror. The training kitchen has multiple units, such as four cooking areas, for leader training in foods.

The homemakers shop, built with wide bench-like counters and a stone sink, will make refinishing furniture, upholstering and flower arranging easier to teach, besides doubling as a committee meeting room. The executive conference room, furnished with walnut tables and upholstered arm chairs, sets an atmosphere of thinking for decision-making groups.

The improved facilities will contribute only part toward the increased participation and the activi-

ties of the programs in the future. The building has a warm and cheerful atmosphere, and there is a new feeling among the people. They feel this is theirs and are proud of it. They want to use their new Center to make their farming business more profitable, their homes more enjoyable, and their children better citizens.

It was made possible by the spirit exemplified in the traditional barn raisin' which built the original rural communities of America. Success was achieved through individual sacrifices, group cooperation, and complete county-wide support.

## GIVE THEM NEWS

(Continued from page 286)

an insight into what the Home Demonstration Department does and how it operates. Then I started a series of articles on the units in our area. Our series of write-ups on local units has reached 35 and we have plans to cover several more.

"Last year I accompanied our home demonstration women to Farm and Home Week for pictures and a feature article. If you can get hometown folks in stories and pictures, the material is twice as valuable. We asked the college editorial office to line up some picture possibilities in which we could pose our hometown folks. The agent made sure the different groups of women went to the places where the pictures were scheduled.

"All this took a lot of work on the part of many people, but it paid off. We had 100 or more comments on the story, which took a whole page of the newspaper."

There are 1,761 daily and 8,408 weekly newspapers in the United States. Their business is to print the news. Your business is to find what constitutes news. How? By reading each issue of your local newspaper carefully to see what is printed.

Acquaint yourself with all the different kinds of material which the local newspapers favor—spot news, features, editorials, and pictures. When you know the kind of spot news, pictures, features, and editorials each local newspaper uses, you will see quickly what parts of your program and activities are of interest to them.



Home Agent Carolyn O. Bogely and Janet Clay, assistant agent, look over one of three equipment sections in the training kitchen in the Broome County Center.



# Working Together for a Better Living

by AMRIK SINGH CHEEMA, Deputy Director of Agriculture,  
Punjab State, India

*Editor's Note: The extension activities reported in this article follow the United States pattern of extension work. While the U. S. helped in explaining and demonstrating extension principles and methods, the work reflected in the article is solely Indian. Mr. Cheema directed the program described in this article.*

*The author was one of 23 Indian officials who came to the U. S. in 1952 for a short training course and for observations of extension work. Last year he was enrolled in the comparative extension education program at Cornell University.*

A silent revolution is underway in Bhadson district in the heart of the Punjab on the northwest border of India. Everybody from the most humble villager to the Prime Minister is working together in a common cause—raising the level of living of rural people.

Bhadson is one of 1800 extension projects (districts) started since 1951. Assistance was provided by the Ford Foundation in the early stages, but its success can be attributed to

the cooperative effort of the villagers utilizing the technical services provided by their government. More than 70,000 people in 168 villages, 80 percent of whom are engaged in agriculture, are affected by this program.

After establishment of the Bhadson project in 1952, extension workers conducted regional meetings and carried out surveys to determine the main problems faced by village people. These studies established low agricultural productivity and low per acre yields as basic problems. Contributing factors included fragmented land holdings, making efficient cultivation extremely difficult; a substantial area of waste land; insufficient use of ground water supplies for irrigation; and most important, lack of application of efficient production practices.

Extension workers and village leaders decided that greatest progress could be made in two directions—by developing physical and natural resources and through the latent potentialities of the people. It was largely a matter of changing the attitudes of the villagers.

An overall 5-year goal was fixed to increase the production of the area by 30 percent and to increase average yields by 20 percent. Village people and extension workers decided to consolidate all scattered holdings, reclaim all possible new areas for cultivation, construct new irrigation works, introduce improved seeds, compost and commercial fertilizer, and encourage the use of improved tools.

Standing crops and stored grains were to be saved from insect pests and diseases through improved control measures. Diversification of farming was to be encouraged by increasing the area under fruit and vegetable cultivation.

## Consolidation of Holdings

Extension first conducted an educational program to create a favorable attitude among village people toward consolidation of holdings. The State Department of Consolidation was then brought into the picture to help carry out an action program. Starting with 25 villages in 1952, consolidation was completed in 114 villages by 1957.

Each farmer now has his holdings in 1 or 2 tracts instead of 10 or 20. This opened the way for application of other improved agricultural practices, such as irrigation, organized crop rotation, and the beginning of mechanization.

At the beginning of the project, 37,207 acres or 24 percent of the total area was waste land, much of which was suitable for cultivation. This exploitation offered a means of

(See In India, page 246)



Extension worker shows simple way to provide plant protection. Demonstrations are used to introduce improved cotton varieties.

# Short Course by Television

by DAVID BATEMAN, Associate Editor, North Dakota

**L**AST February, extension specialists and experiment station personnel of North Dakota Agricultural College visited 46,500 homes . . . by television.

They did this not once, but five times. They talked to 140,000 viewers every day. By the end of the week, they had reached more people than there are in the State of North Dakota.

That briefly is the story of our Agricultural Short Course by television. Add to this the 40,000 homemakers who viewed the Homemaker's Short Course during its 5-day run, and you get an idea of what agricultural television is doing in the Flickertail State.

Four of the 10 television stations in North Dakota carry the Agricultural Short Course. This takes the shows to all corners of the State—a 300-mile spread.

Shows are planned for February when days are short and the weather is brisk. They are aired at 1 p.m., so farmers can pick up timely information that can be put to use right away. Farmers can still get their chores done before dark.



In talking to mothes about good nutrition for children, Ruth Dawson, extension nutritionist, gets help of Steve Dawson in turning signs as subject comes up for discussion on Homemakers TV Short Course.



Electrical terms are explained on Agricultural TV Short Course by Ag Engineer Art Schulz.

A committee of extension and experiment station folks choose the subject matter from a list of suggestions by county agents. Since each show is an hour long, we plan two subject matter presentations of about 25 minutes each. This allows time for commercials and tie-ins that add continuity.

The show is sponsored by the Minneapolis Grain Exchange. It's goodwill business for them and gives the short course viewing time usually filled with "soap-operas."

North Dakotans are a hardy lot. They don't stampede into acceptance of an idea. If it has merit, they investigate.

They look into our show material every year to the tune of some 1,000 letters. All of them are helpful; many are expressions of thanks; others want the bulletins we offer.

North Dakota farmers know the show is coming about a month in advance. We print "stuffers" for the county agents to use as well as send out posters advertising the shows, dates, and subjects.

Film clips are also used on all of the TV stations as spot announcements. University President Fred Hultz, Extension Director E. J. Haslerud, and Dean of Agriculture Arlon G. Hazen participate in these announcements. Of course press releases are furnished to weekly newspapers.

Farmers who don't have television sets are urged to visit neighbors who do during the show. In some cases, TV dealers have set up receivers for community viewing.

The follow-up is always through county agents. They are the ones who give the show its audience, and from whom we get information on how the show is going. Their reports have been good.

Specialists also sample their audiences. One found that in an audience of 200 in a county, over 90 percent had seen one or more of the shows. All specialists have reported that farmers mentioned seeing them on the short course.

## Plans for Future

In 1959, the show will take on a new look. Plans are for one show a week for 5 weeks, over two more TV stations. Weekly shows will allow more time for preparation and polish. The extra stations will increase our audience to about 200,000 a day, and give better reception on the fringe areas.

In a recent resolution, the North Dakota Advisory Council for Agricultural Research and Education assured the future of the NDAC Agricultural Short Course. "This committee strongly recommends that Extension television programs, including the TV short course, be continued."



# Understanding Our Audience

by L. CLAIR CHRISTENSEN, Assistant Elko County Agent, Nevada

**G**ood communications are of major importance in every extension job. When you are working with a group of people new to Extension and have a language barrier as well, good communications are vital to success of the program.

My work is with the Indian people living on the Duck Valley Indian Reservation. The reservation is located in a valley surrounded by low mountains abundant in native grasses, making it one of the best cattle ranges in the State.

Economy of the valley is based on raising livestock. Resources of the valley are only used to about one-third their capacity. Approximately half of the people are engaged in livestock raising; others depend on odd jobs, work for the Federal Government, and many exist on welfare assistance.

Because of the system under which the Indians have been brought up, with most of their decisions and planning being done for them, they have developed an attitude of dependence on the Federal Government.

Duck Valley has a community life all its own, as the nearest town is 100 miles away. Some 800 people live in the valley. They have their own schools, churches, and local government. Most of the people do not take newspapers and there is no local radio or television. The job of communications thus becomes one of personal contact, either with individuals or through meetings.

## How People Learn

During the communications training I received during the past year, two points brought out have been of major help. The first is, "people interpret ideas from others according to their past experiences and training."

In practically every phase of our work with Indians, we found that their ideas and understanding of

things were different than ours. Things that were common knowledge to us were unknown to them. Their outlook and goals were also different than we had expected.

We have spent considerable time and effort trying to understand how the people on the reservation thought and understood things. We know it's useless to begin a program without such an understanding.

To illustrate this point, we found that it is of little value to talk about the nutritional needs of animals in terms of protein, fats, and carbohydrates. These terms were mostly unknown to our audience. When we saw these terms weren't understood, we communicated our messages by talking of "so much hay and grain."



Leadership development is an important part of extension work with Indians. The author, right, is shown with two tribal leaders at a State extension meeting.

The second major point brought out in our communications training that has proven to be an important factor is, "Communications is a two-way process."

When we began working with the Indians, it was necessary to try to change their understanding of the Extension Service, as well as for us to get to understand them. It has been a slow and sometimes painful process to help them understand that our function was to help them become self-sufficient through education and to help them work out their own problems.

Many of the Indians were accustomed to having things done for them, even to the point of having their bills paid for them before they could receive their money from cattle sales. We give them an opportunity to do their own planning and make their own decisions. In many instances it has been hard for them to accept the idea that they would get along better if they were responsible for themselves.

Various methods have been used—meetings, demonstrations, and individual contacts. Of these three methods, best results have been obtained with individual contacts, working toward a common understanding of what the problem is and how to do something about it. It has proven much more successful to help the people see and do things themselves rather than do it for them.

As these people grow in knowledge and experience, they realize they are not completely helpless and don't need to depend upon the government or extension agent. It's at this point the value of self-sufficiency has finally been communicated to them.

Communications training has been a valuable asset to our work among the Indians. It has helped a great deal in understanding our audience.

## FORWARD LOOK

*(Continued from page 237)*

the future will be the one who can see problems and opportunities before they occur and have the knack of inspiring people to do something about them.

He will have to organize his schedule so that his efforts will be most productive. To accomplish this he will have to develop a true sense of values and be able to discard programs and activities that are outmoded or less productive.

He will be the one who exercises the type of leadership that works through other people—training, motivating, and counseling with local leaders to assume their places of responsibility.

To sum it up, the agent or staff member who will have a role in the future will be the person who develops the "forward look" and exhibits in great degree the attributes which have traditionally been the mark of a successful extension worker.

## IN INDIA

(Continued from page 243)

providing extensive employment as well as increasing agricultural production.

Only 47 percent of the cropland was irrigated, although a plentiful supply of good quality ground water was available at shallow depths. Through a comprehensive program of reclamation and irrigation in which villagers, Extension, credit agencies and others cooperated, 19,143 acres of waste land were brought under cultivation and 21,000 acres were irrigated.

Through these projects, average holdings per family were increased from 11 to 14 acres, 50 percent of the cultivable waste area was brought under cultivation, and agricultural production significantly increased through expanded irrigation. All this was brought about with a total capital investment by the people and the government of approximately \$400,000.

### Demonstrations

From the beginning, Extension gave high priority to expanding the use of improved crop varieties. Six hundred demonstrations showing the advantages of improved seeds over local varieties were established in the fields of cooperating farmers.

Results of the demonstrations were disseminated through meetings, movies, distribution of literature, and personal contact. Cooperative stores were established to distribute recommended varieties of seed and commercial fertilizers, thus providing farmers a convenient source of supply. Surveys at the end of a 5-year period showed that a majority of farmers are now using improved seed and enjoying higher income.

The poverty of the farmer in India is correlated with the poverty of the soil. Greatest deficiencies are in nitrogen and organic matter. Less than 1 percent of the farmers of Bhadsan District conserved cow dung, most of which was used for fuel, and the total consumption of commercial fertilizer in 1952 was two tons.

A variety of methods was employed in a concerted attack on this problem. Villagers organized compost pit digging campaigns while extension

workers conducted demonstrations on making compost. Home economics workers convinced village women of the utility of converting cow dung into compost instead of burning it. Five hundred fertilizer demonstrations were conducted on various crops. Credit for purchase of fertilizer was provided by the Department of Agriculture.

A family survey conducted in 1957 showed that 21 percent of the farmers were making compost and 31 percent were using commercial fertilizer. Although these results are encouraging, further expansion is to be undertaken and special emphasis is to be given to green manuring which has been slow in getting started due to the high price of seed.

Improved implements for plowing, sowing, and hoeing were recommended by extension. Some interest has developed in mechanized agriculture, especially on larger farms of 80 to 100 acres. The number of tractors has increased from 4 to 34 and the area under mechanical farming from 300 to 3,400 acres.

Various educational measures were used to train farmers in the control of insects and diseases. Arrangements were made to capture wild cattle and kill monkeys that were damaging crops. Campaigns were conducted for weed eradication and rat killing. After 5 years, 40 percent of the farmers were using insecticides, 700 wild cattle had been captured and 2000 monkeys killed.

### Vegetable Production

Only 300 acres were devoted to vegetable production in 1952. Improved varieties of fruits and vegetable seeds were procured and farmers were assisted in laying out small gardens and vegetable plots. As a result, the area under vegetable cultivation increased to 1,200 acres and 12,000 fruit trees were planted. The majority of farmers now produce vegetables for home consumption.

This cooperative program of villagers, extension workers, and all agencies of government is making substantial progress in solving the two basic problems of low agricultural productivity and an attitude of hopelessness and resistance to change on the part of the villagers.

There has been a 40 percent overall increase in production of food crops and a 90 percent increase in cash crops since 1951. Cotton income alone has increased from \$40 to \$120 per family. In addition to the rapid achievement of physical goals, there has been a change in the attitudes and skills of the people.

This program has demonstrated that changes can be rapid in so-called underdeveloped areas if people are given adequate training and a minimum of economic assistance. The process has not ended but is still going on. With further expansion of extension work, the entire concept of "old method farming" can be changed into a more dynamic system in other areas as well as in this small segment of India's agriculture.

## A NEW IDEA

(Continued from page 239)

this after projecting into the future the consequences of doing each one. But, if you were to decide *what* to do, say to get more training, simply because others were doing it, because you didn't consider other alternatives, or because someone else encouraged you, you may be passing up a better opportunity.

Once you decide what you are going to do—go to school, for example—then comes figuring out how. You decide the activities necessary to get the job done, and you develop a schedule like this: send off transcripts, get accepted at a university, gets funds for study, go to summer school in 1959, 1960, and 1961, and take leave in 1962-1963 to finish. This schedule is your longtime plan.

It's highly important to have this definite plan of action. But the whole point of this story is that you had to make two decisions before you got around to drawing up your plan. First, you had to decide that something needed to be done and second to decide what one of several alternatives to do. These two decisions, based on projections of the future, constitute Program Projection.

Exactly the same is true of your extension program. And seeing these two decisions as separate from your longtime scheduling of things to do will help make Program Projection work for you.



# Keeping Your Bulletins Up To Date

by RICHARD A. HOLLIS, Chief, Inquiries & Distribution Service, Office of Information, USDA



**W**HY do you read your newspaper? "To find out what's going on," you say. "Keeping up to date is part of my business."

That's natural. Anybody who deals in information faces that problem. He has to keep his information fresh—whether it's the facts in his head or the facts he hands out in letters and bulletins.

In working with rural people, one of our daily concerns is trying to keep our information up to date. And that is the motive behind our annual Inventory of USDA popular publications. We want to help you folks "on the firing line" have the latest editions and the newest bulletins in stock.

## *New Angles Added*

This year we've redone the Inventory with some new angles to increase its helpfulness to you. We hope it will help you to keep your bulletin rack attractive, neat, and stocked with the latest information available.

The new Inventory is your guide as to which popular publications are current and available from the U. S. Department of Agriculture and which are considered obsolete. Your State Extension Publications Distribution Officer is sending a copy of this 2nd Annual Inventory of USDA Popular Publications to each county extension office.

We have tried to make this year's Inventory more useful to you by listing both in numerical and subject matter sequence all USDA popular publications currently available for county extension offices to order in quantity.

In using the Inventory you may want to remember these points:

- Check the dates of publications in your rack or in reserve stock against those on the list. Discard any that carry an older issue or revision date, and order a supply of the new version.

- As a general rule, do not discard bulletins for which there are slight revisions. In most such cases, changes made are of a minor nature and the old edition is still useful.

- The fact that a publication you are carrying in stock is not listed in the Inventory does not necessarily mean that the item is obsolete and is to be discarded. If you have any doubt as to the adequacy or accuracy of the subject matter of a publication, you will want to check it with the proper State extension specialist or your State publications distribution officer.

## *Monthly Supplement*

To help you keep the Inventory up to date, the EXTENSION SERVICE REVIEW will continue to carry a column of the latest publications news in each issue. This will provide a monthly supplement to the Inventory by listing new and revised USDA popular publications as they become available and those that are discontinued because of obsolescence or other reasons.

This service is specially planned to help county extension agents. During the last fiscal year more USDA popular publications were ordered by county and State extension workers than ever before—3 million on individual orders alone. We attribute this

to the widespread use of the Inventory by agents.

We hope that you will continue to use the Inventory. By so doing you will avoid the inconvenience and delay involved in ordering publications no longer available. At the same time, you will be sure that you are distributing the best and latest information to people in your county.

The Inventory is part of a program in which the Federal Extension Service, the Office of Information, and other agencies of the U. S. Department of Agriculture are cooperating with the land-grant colleges and universities to help county extension workers get most effective use of publications which "aid in diffusing useful practical information on subjects relating to agriculture and home economics."

## Monthly Revisions in Publications Inventory

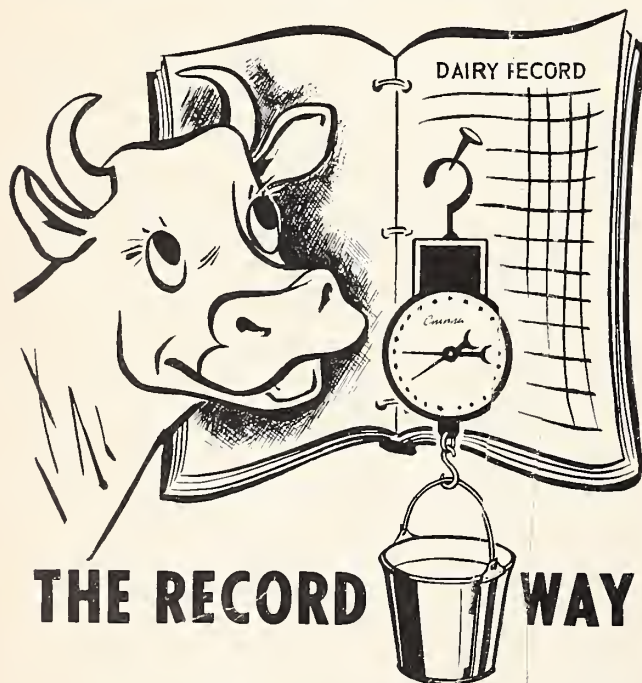
The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publication distribution officer.

- F 2125 Making and Preserving Apple Cider—Replaces F 1264
- G 58 Shopper's Guide to U. S. Grades for Food—Replaces M 553
- L 324 Soil Treatment—An Aid in Termite Control—Rev. Sept. 1958
- L 437 Anaplasmosis in Cattle—New
- L 442 How to Buy Eggs by USDA Grades and Weight Classes—Replaces G 26

# LET'S SELL DAIRY RECORDKEEPING

"Dairy farmers have made great strides in improving their efficiency. But the need for making continuous adjustments has never been greater in this rapidly changing field of dairying. Certainly, sound decisions must be based on sound information of the type provided by accurate record-keeping . . ."—Ezra T. Benson, Secretary of Agriculture.

## MAKE DAIRYING PAY



Records help a dairy farmer increase the efficiency of his operation and boost his profits.

Yet, only 10 percent of the cows in the United States are included in one of the National Cooperative Dairy Herd Improvement Program's three plans—Standard DHIA, Owner-Sampler, and Weigh-a-Day-a-Month.

Next month, a nationwide campaign, endorsed by State extension dairymen and the Extension Committee on Organization and Policy, will be launched to encourage more farmers to keep records. Let's aim for a 20 percent increase in dairy recordkeeping in 1959.

Your extension dairyman and extension editor will supply you with various informational and background material to assist in your local campaigns.











